WHAT IS CLAIMED IS:

1.   An advertisement system on the Internet including an advertisement server site and at least one partner web site which provides a web page on the Internet and contains e-mail addresses of affiliate users, the advertisement server site comprising:

     (a) a first database for storing advertisement banners with respective identifications;

     (b) a second database for storing detailed advertisement contents each having the same identification as that of one of the advertisement banners stored in the first database, the advertisement contents thereby being linked with the banners, respectively;

     (c) means for providing the partner web site with at least one advertisement banner stored in the first database, the banner being carried on the web page provided by the partner web site;

     (d) means for receiving an identification of the banner and an e-mail address of an end-user from the partner web site, when the web page of the partner web site is browsed at the end-user terminal and the banner is clicked on; and

     (e) means for retrieving advertisement content having the same identification as the received one and delivering it to the user terminal having the received e-mail address by e-mail.

2.   A system according to Claim 1, wherein the partner web site is at least one of a net-game provider, a chat room provider, and an e-commerce provider.

3.   A system according to Claim 1, wherein the advertisement banner providing means is adapted to provide a plurality of advertisement banners to the partner web site where they are carried simultaneously on the web page.

4.   A system according to Claim 1, wherein the advertisement banner providing means is adapted to provide a plurality of sets of advertisement banners to the partner web site where they are switched to be carried on the web page as a set at predetermined time periods.

5.　　An advertisement system on the Internet including an advertisement server site and at least one partner web site which has a function of delivering e-mails to end-user terminals through the Internet and contains e-mail addresses of affiliate users, the advertisement server site comprising:

(a) a first database for storing advertisement banners with respective identifications;

(b) a second database for storing detailed advertisement contents each having the same identification as that of one of the advertisement banners stored in the first database, the advertisement contents thereby being linked with the banners, respectively;

(c) means for providing the partner web site with at least one advertisement banner stored in the first database, the banner being carried by the e-mail from the partner web site;

(d) means for receiving an identification of the banner and an e-mail address of a user from the partner web site, when the e-mail is displayed at the end-user terminal and the banner is clicked on; and

(e) means for retrieving an advertisement content having the same identification as the received one and delivering it by e-mail to the end- user terminal with the received e-mail address.

6.　　A system according to Claim 5, wherein the partner web site is at least one of a net-game provider, a chat room provider, and an e-commerce provider.

7.　　A system according to Claim 5, wherein the advertisement banner providing means is adapted to provide a plurality of advertisement banners to the partner web site where they are carried simultaneously by the e-mail.

8.　　An advertisement system on the Internet including an advertisement server site and at least one partner web site which provides a web page on the Internet, wherein the advertisement server site comprises:

(a) a first database for storing advertisement banners with respective AD identifications;

(b) a second database for storing detailed advertisement contents each having the same AD identification as that of one of the advertisement banners stored in the first database, the advertisement contents thereby being associated with the banners, respectively;

(c) a third database for storing user information including e-mail addresses of end-users;

(d) means for providing the partner web site with at least one advertisement banner stored in the first database, the banner being carried on the web page of the partner web site;

(e) means for determining whether an e-mail address of an end-user has been stored in the third database when the end-user accesses the web page of the partner web site;

(f) means, in response to the determination that the e-mail address of the end-user has been registered in the third database, for receiving the AD identification of the banner and an identification of the end-user from the partner web site, when said end-user clicks on the banner on the web page browsed at the end-user terminal;

(g) means, in response to the determination that an e-mail address of the user has not been registered in the third database for receiving a vacant e-mail from the user terminal, upon clicking the banner in the web page browsed on the user terminal, wherein the vacant e-mail containing the AD identification of the banner and a unique user identification allocated to the user are embedded in the banner together with a mailto : tag indicative of the e-mail address of the advertisement server site, and storing an e-mail address with the respective user identification in the third database; and (h) means for retrieving an advertisement content having the received AD ID from the second database and an e-mail address having the user ID from the third database, and delivering the content to the end-user terminal with the retrieved e-mail address over the Internet.